

Fashion Calendar 1970

8-9-48

FILE

JANUARY

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE WHAT'S GOING ON WHERE

WEEK BEGINNING MONDAY, AUGUST 9, 1948

NEW YORK COLLEGE SHOP OPENINGS AND SHOWINGS

Monday August 9	MACY'S NEW YORK Publicity: Helen Law, CH. 4-2000, Ext. 2431.	3RD FLOOR
Monday August 9	SAKS FIFTH AVENUE Publicity: Helen Kauper, PL. 3-4000.	7TH FL., 7TH HEAVEN
Monday August 9	FRANKLIN SIMON & CO. Franklin Simon will open their college shop on Monday, August 9, and will have a fashion show on Thursday, August 12. (See announcement below). Publicity: Lenore Benson, WI. 7-9600.	3RD FLOOR
Monday August 9	MARTIN'S (BROOKLYN) There will be a college fashion show Thursday, August 26. (See announcement below). Publicity: Kay Connelly, TR. 5-3100, Ext. 350.	5TH FLOOR
Monday August 9	KRESGE-NEWARK The campus council and high school council is comprised of eleven girls who will model college and high school fashions. Publicity: Marie Guthrie, Mitchell 2-8000, Ext. 393.	3RD FLOOR
Wednesday August 11	B. ALTMAN & CO. Showing of college fashions. Open to public. Publicity: Etta Daub, 2:30 P.M. MU. 9-7000.	3RD FLOOR
Thursday August 12	FRANKLIN SIMON & CO. Presentation of college fashions. Open to public. Publicity: Lenore Benson, WI. 7-9600.	3RD FLOOR
Saturday August 14	GIMBEL'S College fashion show. Open to public. Publicity: Terry Mayer, 11:00 A.M. PE. 6-5100, Ext. 600.	3RD FLOOR
Monday August 16	SAKS 34TH STREET College fashion show. (Note Change of Date). Open to public. 3:00 P.M. Publicity: Frances Eisner, LA. 4-7000.	3RD FL. SPORTS SHOP
Monday August 16	OPPENHEIM COLLINS (NEW YORK) OPPENHEIM COLLINS (BROOKLYN) Publicity: Evelyn Mandl, WI. 7-8200.	3RD FLOOR 2ND FLOOR
Tuesday August 24	SAKS 34TH STREET College fashions for juniors will be shown. (Note Change of Date). Open 3:00 P.M. to public. Publicity: Frances Eisner, LA. 4-7000.	2ND FL. JR. DEPT.

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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COLLEGE SHOP OPENINGS (Continued)

Thursday August 26 3:00 P.M.	MARTIN'S (BROOKLYN) Presentation of college fashions. Open to public. Connelly, TR. 5-3100, Ext. 350.		5TH FLOOR Publicity: Kay
Saturday August 28 11:00 A.M.	GIMBEL'S Back-to-school fashion show in the Calling All Girls series, entitled "Smooth As A Senior". Publicity: Terry Mayer, PE. 6-5100, Ext. 600.		5TH FLOOR
Monday August 9- August 20	NEW FALL BUTTONS ON EXHIBITION A display of B.G.E. Originals, showing the collections of buttons together with suggestions for both functional and decorative use. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Beginning Tuesday August 10	SHOWING OF BRIGHT-LIGHT WOOLS Special group of David Westheim wools (Juilliard) in French Palette colors for October wearing with small furs, and under fur coats later on. There will be continuous showings. Publicity: Stephanie Frey, Robbins and Barber, MU. 5-0863.	DAVID WESTHEIM	1400 BROADWAY SHOWROOM
Thursday August 12 4:00 P.M. Cocktails	SHOWING OF FASHIONS FOR TALL GIRLS Preview of Fall and Winter collection of Tall Apparel, suits and coats for girls 5' 7" and over. Attendance by invitation only. Publicity: Violet Porte, Sterling Advertising, LO. 5-4610.	ARDMOOR COATS	SHERRY'S PARK AVE. & 49TH ST.
Monday August 16 4:00 P.M. Cocktails	PRESS SHOWING OF FALL MILLINERY Cesar Rubio will present his Fall millinery collection to the fashion press at cocktails. Attendance by invitation. Publicity: Leonard MacBain, BO. 3-3490.	CESAR RUBIO	40 EAST 50TH STREET SALON
Wednesday August 18 2:30 P.M.	PRESS PREVIEW: READY- TO-WEAR FASHIONS Showing of Stein & Blaine's ready-to-wear Fall fashions, designed by Harriette Harra. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	STEIN & BLAINE	15 WEST 57TH STREET SALON
Thursday August 19 11:00 A.M.	TEEN-AGE FASHION PRESENTATION Back-to-school fashions for teen-agers will be presented at Franklin Simon. Open to public. Publicity: Lenore Benson, WI. 7-9600.	FRANKLIN SIMON	6TH FLOOR TEEN-AGE SHOP
Thursday August 19 2:30 P.M.	PRESS SHOWING: FALL CUSTOM MILLINERY Jay Thorpe will present their custom millinery for Fall to the press. Attendance by invitation only. Publicity: Joan Stafford, CI. 7-4300.	JAY THORPE	24 WEST 57TH STREET 3RD FLOOR
August 19	NATIONAL AVIATION DAY (Thursday).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Saturday August 21	THIRD POST WAR NATIONAL NOTION FAIR The National Needlecraft Bureau, Inc., will direct promotional activities for the National Notion Fair, which will be observed in retail store notion departments throughout the country. Free display material, personalized publicity stories and advertising mats are available. Contact: George Pounder, LE. 2-4455.	NATIONAL NOTION ASSOCIATION	THROUGHOUT THE COUNTRY
Monday August 23 12:00 noon Luncheon	PRESS SHOWING OF HOLIDAY SPORTSWEAR Presentation by del Mar Sportswear of their Holiday collection at a luncheon for the press. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	del MAR SPORTSWEAR	1400 BROADWAY SHOWROOM
Monday August 23- Sept. 19	GOLDEN JUBILEE FASHION SHOW New York's fashion industries will be dramatized as a major part of the Golden Jubilee Celebration. Representatives from the various apparel textile and allied fields are serving on a planning committee to work with Grover Whalen, Chairman of the Mayor's Committee. Fashion Show Committee Chairman: Samuel L. Deitsch of Deitsch, Wersba & Coppola. Fashion Coordinator: Eleanor Lambert. (More details later.) Publicity: for Mayor's Committee: Walter Brown or Walter Blood, TE. 8-8900.	CITY OF NEW YORK	GRAND CENTRAL PALACE 480 LEXINGTON AVENUE
Tuesday August 24 1:00 P.M. Luncheon	NEW COLLECTION OF SUITS FOR FALL Russeks Fifth Avenue will show its newest collection of suits for Fall at a luncheon show. Press by invitation. Public by reservation; contact: Mr. Ray, VO. 5-5400. Russeks Publicity: Helen Moran, WI.7-1900. Chatham Fashion Publicity: Suzanne Jordan, VO. 5-5400.	RUSSEKS FIFTH AVENUE	HOTEL CHATHAM CHATHAM WALK
Wednesday August 25 4:30 P.M. Cocktails	PRESS PREVIEW: FALL AND WINTER SHOES Frank Brothers will present a press showing of shoe fashions for Fall and Winter. Attendance by invitation only. Publicity: Mally Appleby, PL. 9-8630.	FRANK BROTHERS	9 EAST 57TH STREET 3RD FLOOR
Thursday August 26 1:00 P.M. Luncheon	KENETH HOPKINS HATS AT LUNCHEON SHOW Gunther will present the Fall collection of hats by Keneth Hopkins during luncheon at Chatham Walk. Press by invitation. Public by reservation; Contact: Mr. Ray, VO. 5-5400. Gunther publicity: Nona James, VO. 5-3440.	GUNTHER	CHATHAM HOTEL CHATHAM WALK
Friday August 27 11:00 A.M.	INTRODUCTION OF NEW GIRL SCOUT UNIFORM Mainbocher has designed a new Girl Scout uniform, which will be introduced to the press. Attendance by invitation only. Mainbocher Publicity: Eleanor Lambert, PL. 5-8580. Publicity for Girl Scouts: Mrs. Ely Maxwell, MU. 2-2505.	MAINBOCHER; GIRL SCOUTS OF AMERICA	ESSEX HOUSE
August 31	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 4).		
Sept. 1	MILGRIM'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 4).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 1 2:30 P.M.	PRESS SHOWING: FALL CUSTOM FASHIONS Alice Orovan will present a preview of her Fall custom fashions. Attendance by invitation only. Contact: Mary Lee, EL. 5-6416	ALICE OROVAN	785 FIFTH AVENUE SALON
Thursday Sept. 2 9:00 A.M. Breakfast	PREVIEW OF FASHIONS AT BREAKFAST SHOWING Semi-annual breakfast for the fashion press by Macy's, with a showing of new Fall and Winter fashions. Attendance strictly by invitation. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Sept. 2	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 4)		
Sept. 2	V-J DAY (Thursday).		
Sept. 6	LABOR DAY (Monday).		

PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS

PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Tuesday August 31	<u>SAKS 5TH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
Wednesday Sept. 1	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Thursday Sept. 2	<u>HENRI BENDEL</u> At 11:00 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Tuesday Sept. 7	<u>HATTIE CARNEGIE</u> At 11:00 A.M.	42 EAST 49TH ST.	PUBL.: SIDNEY WINTERS	WI. 2-2600
Tuesday Sept. 7	<u>JAY THORPE</u> At 2:30 P.M.	24 WEST 57TH ST.	PUBL.: JOAN STAFFORD	CI. 7-4300
Wednesday Sept. 8	<u>FIRA BENENSON</u> At 11:00 A.M.	37 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Wednesday Sept. 8	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday Sept. 9	<u>BONWIT TELLER</u> At 12:00 Noon (Buffet Luncheon)	721 FIFTH AVE.	PUBL.: CAROLYN HAIGHT	EL. 5-6800
Thursday Sept. 9	<u>STEIN & BLAINE</u> At 2:30 P.M.	15 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Tuesday Sept. 14	<u>ELIZABETH ARDEN</u> At 3:00 P.M. -- Designed by Castillo.	691 FIFTH AVE.	PUBL.: ELIZABETH MACKINTOSH	PL. 3-3410
Wednesday Sept. 15	<u>OLDRIC ROYCE</u> At 11:00 A.M.	16 EAST 52ND ST.	PUBL.: ELIZABETH MAHER	EL. 5-4248

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Thursday Sept. 2 7:00 P.M.- 7:30 P.M.	"TOTS, TWEENS 'N TEENS": MACY'S TELEVISION SHOW Television program presenting fun and fashions for youngsters, teen-agers and in-betweens, with Macy's New York as program host for the first seven weeks of the series. Participating sponsors will include designers and manufacturers who supply Macy's. Back-to-school fashions and accessories will be featured for the first few weeks. Macy's Publicity: Helen Law, CH. 4-2000. Publicity for Television on Parade: Jane Barton, MU. 7-0272.	TELEVISION ON PARADE; MACY'S NEW YORK	STATION WABD DUMONT
Sept. 7	HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 4.)		
Sept. 7	JAY THORPE'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 4.)		
Sept. 8	FIRA BENENSON'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 4.)		
Wednesday Sept. 8 12:30 P.M. Luncheon	PRESS PREVIEW OF HOSIERY FASHIONS Showing of new Gotham Hosiery at a luncheon for the press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	GOTHAM HOSIERY	RITZ-CARLTON HOTEL CRYSTAL GARDEN
Wednesday Sept. 8 3:30 P.M. Cocktails	PRESS PREVIEW: NEW SEAMPRUFE SLIPS Introduction of the new Seamprufe offices and showroom, with a fashion presentation, "X-ray View of the Girl in the Seamprufe Slip." Commentator: Dennis James, radio and television M.C. Cocktails and tour of showroom at 3:30 P.M. Showing at 4:00 P.M. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	SEAMPRUFE, INC.	412 FIFTH AVENUE SHOWROOM
Sept. 8	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Page 4.)		
Sept. 9	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 12:00 NOON. (See Page 4.)		
Thursday Sept. 9 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Jaeckel will present fur fashions for Fall and Winter at a luncheon show. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Jaeckel contact: PL. 5-7000. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	JAECKEL, INC. (10 EAST 57TH ST.)	ST. REGIS HOTEL ROOF
Sept. 9	STEIN & BLAINE'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 4.)		
Thursday Sept. 9 5:00 P.M. Cocktails	PRESS PREVIEW OF PARIS MILLINERY Showing of original Paris millinery selected and imported by G. Howard Hodge on his current trip to Paris, Italy and Switzerland. Also, a presentation of his own American millinery adaptations. For fashion press and millinery store executives by invitation only. Contact: G. Howard Hodge, 1 West 39th Street, LO. 4-0430.	G. HOWARD HODGE	RITZ-CARLTON HOTEL BALLROOM
Monday Sept. 13 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION The Tailored Woman will show new fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	THE TAILORED WOMAN	ST. REGIS HOTEL ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 13	CALIFORNIA RESORT AND SUMMER FASHIONS Gala outdoor opening of Cole of California line of Resort and Summer 1949 beach and near-the-beach fashions will take place the evening of September 13. Attendance by invitation only. The line will be presented in the Los Angeles showroom, by appointment, beginning Tuesday, September 14. Contact: Elizabeth D. Adams, 2615 Fruitland Road, Los Angeles 11, Cal.	COLE OF CALIFORNIA	846 SO. BROADWAY LOS ANGELES, CAL.
Sept. 13	SCHOOLS OPEN IN MOST COMMUNITIES.		
Beginning Sept. 13	CALIFORNIA APPAREL CREATORS SHOWINGS OF NEW RESORT AND CRUISE LINES IN LOS ANGELES. CONTACT: CALIF. APPAREL CREATORS, 756 S. B'WAY, L.A. 14		
Tuesday Sept. 14 10:30 A.M.	PRESS SHOWING OF FALL FASHIONS Bloomingdale's will present Fall and Winter ready-to-wear fashions at their semi-annual showing for the press. Attendance by invitation only. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	3RD FLOOR GREEN ROOM
Tuesday Sept. 14 1:00 P.M. Luncheon	GOWNS AND MILLINERY AT LUNCHEON SHOWING Presentation of custom-made fashions by D'Laurence Roth, with new Fall millinery by Mary Goodfellow. Press by invitation. Public by reservation; contact "Jack", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Publicity: Madeleine Riordan, TE. 8-8000.	D'LAURENCE ROTH; MARY GOODFELLOW	HOTEL PIERRE COTILLION ROOM
Tuesday Sept. 14 2:30 P.M.	FALL FASHION PRESENTATION Showing of coats, suits, dresses and furs for Fall. Open to public. Publicity: Kay Connelly, TR. 5-3100.	MARTIN'S BROOKLYN	3RD FLOOR
Sept. 14	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 4).		
Sept. 14- Sept. 15	32ND ANNUAL LEATHER SHOW AT WALDORF-ASTORIA Contact: Tanner's Council of America, 100 Gold Street, BE. 3-0494.		
Sept. 15	OLDRIC ROYCE'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 4).		
Wednesday Sept. 15 1:00 P.M. Luncheon	FALL AND WINTER FASHION PREVIEW Showing of Fall and Winter fashions by Arnold Constable at luncheon. Press by invitation. Public by reservation; contact: "Frank", headwaiter, EL. 5-3000. Arnold Constable Publicity: Miss Lou Hutchinson, CA. 5-2300. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 15 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Ready-to-wear- fashions by Gunther will be presented during luncheon. Press by invitation. Public by reservation; contact: "Jack", Cotillion Room headwaiter, TE. 8-8000. Gunther Publicity: Nona James, VO. 5-3440. Hotel Pierre Publicity: Madeleine Riordan, TE. 8-8000.	GUNTHER	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 15 2:30 P.M.	JEUNES FILLES FASHION SHOW Presentation of Jacques Heim Jeunes Filles collection at Altman's. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext. 412.	B. ALTMAN & CO.	3RD FLOOR
Thursday Sept. 16 1:00 P.M. Luncheon	SHOWING OF FASHIONS DURING LUNCHEON Macy's will present Fall fashions at a luncheon show. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. Macy Publicity: Helen Law, CH. 4-2000, Ext. 2431. Hotel Plaza Fashion Publicity: Dorothy Wentworth King; or Adele Brown, PL. 3-1740.	MACY'S NEW YORK	HOTEL PLAZA
Thursday Sept. 16 3:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW: NEW FASHIONS IN GLASSES Fashion presentation of new fashions in glasses and spectacle frames which will retail from \$12.50 to \$1,500. Attendance by invitation only. The show will be open to the public on September 17, 18, 19, from 3:00 P.M. to 10:00 P.M. Contact: Monroe B. Levoy, CI. 5-5211.	TURA, INC. (130 W. 57TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Friday Sept. 17- Oct. 17	AMERICAN NEEDLEWORK ON EXHIBITION American Amateur Needlework of Today. Open to public. Publicity: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE & 82ND ST.
Monday Sept. 20 1:00 P.M. Luncheon	FALL AND WINTER FASHION SHOWING Presentation of De Pinna's Fall fashions from three departments: Spectator Sports; Town; and Young Moderns (junior and deb). Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	DE PINNA	ST. REGIS HOTEL ROOF
Monday Sept. 20- Sept. 25	THIRD ANNUAL NAT'L SWEATER WEEK Slogan: "Look Better in a Sweater." Official posters, pictures and mats are available. Publicity: Martin Stern, 60 East 42nd St., VA. 6-0543.	KNITTED OUTERWEAR FOUNDATION	THROUGHOUT THE COUNTRY
Tuesday Sept. 21 11:00 A.M.	PRESS SHOWING OF ADRIAN FALL CLOTHES Gunther will present the Adrian collection of Fall and Winter clothes to the press in the Adrian Room at 11:00 A.M. Attendance by invitation. Showings for customers will be held Sept. 21 at 3:00 P.M.; Sept. 22, at 11:00 A.M. and 3:00 P.M.; Sept. 23, at 11:00 A.M. Attendance by invitation only. Publicity: Nona James, VO. 5-3440.	GUNTHER	666 FIFTH AVENUE ADRIAN ROOM
Tuesday Sept. 21 4:00 P.M. Cocktails	PRESS SHOWING OF CUSTOM FURS Preview of custom furs for Fall and Winter, designed by Dragonette. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	ACKERMAN-BLATT	60 EAST 56TH STREET SALON
Sept. 22	FIRST DAY OF AUTUMN (Wednesday).		
Wednesday Sept. 22 11:00 A.M.	MILLINERY SHOWING FOR THE PRESS Frank Brady will present his Fall millinery to the press. Attendance by invitation only. Contact: GR. 7-2236.	FRANK BRADY	107 MacDOUGAL ST. STUDIO

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 22 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Jeune Fille fashions will be presented by Hattie Carnegie during luncheon. Press by invitation. Public by reservation; contact: "Frank", headwaiter, EL. 5-3000. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	HATTIE CARNEGIE	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 23 10:30 A.M.	PRESS PREVIEW OF CUSTOM-MADE CLOTHES Elizabeth Hawes, author of "Fashion is Spinach", will present her Fall and Winter custom-made collection to the press. Attendance by invitation only. Publicity: Carson-Ruff Associates, MU. 2-2055.	ELIZABETH HAWES, INC.	867 MADISON AVENUE SALON (3RD FLOOR)
Thursday Sept. 23 1:00 P.M. Luncheon	NEW FASHIONS AT LUNCHEON SHOW Presentation of fashions by Milgrim at luncheon. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Hotel Plaza Fashion Publicity: Dorothy Wentworth King; or Adele Brown, PL. 3-1740.	MILGRIM	HOTEL PLAZA TERRACE ROOM
Monday Sept. 27 1:00 P.M. Luncheon	SHOWING OF FASHIONS FOR TALL GIRLS "Long View of Fall Fashions" -- presentation by Peg Newton of complete wardrobe for tall gals. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Peg Newton Publicity: Donna Cannon, MU. 8-2170. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PEG NEWTON	ST. REGIS HOTEL ROOF
Tuesday Sept. 28 1:00 P.M. Luncheon	HAND KNIT FASHIONS AT LUNCHEON SHOW Presentation of custom-made knit fashions by Mimi Pearce, who also instructs women in the knitting of their own clothes. Attendance by invitation. Contact: Mimi Pearce, RE. 7-8110. Hotel Pierre Publicity: Madeleine Riordan, TE. 8-8000.	MIMI PEARCE	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 29 1:00 P.M. Luncheon	"FURS FOR '49" AT LUNCHEON SHOW Dein-Bacher of the Waldorf will present their new fur fashions during luncheon. Press by invitation. Public by reservation; contact: EL. 5-3000. Dein-Bacher Publicity: Winsome Courtney, PL. 9-5913. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 29 2:30 P.M.	SHOWING OF FASHIONS UNDER FIFTY DOLLARS Altman's, in conjunction with Good Housekeeping Magazine, will present a showing of Fall fashions which will retail for under fifty dollars. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext. 412.	B. ALTMAN & CO.	THIRD FLOOR
Thursday Sept. 30 1:00 P.M. Luncheon	"FROM HEAD TO TOE" FALL FASHION SHOW David Lewis will present his Fall handbags at a luncheon show. Gloves by Viola Weinberger; shoes by Evins; hats by Mme. Pauline; jewelry by Trifari. Show for benefit of Union Settlement. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. Lewis Purses Publ.: Alexandre Tarsaidze, MU. 5-0960. Hotel Plaza Fashion Publ.: Dorothy Wentworth King or Adele Brown, PL. 3-1740.	LEWIS PURSES	HOTEL PLAZA TERRACE ROOM

MUSIC...MOVIES...THEATRES...TELEVISION

- Thursday August 26 PREMIERE: "ROPE" (Movie) GLOBE THEATRE, B'WAY & 46TH ST.
Warner Brothers Technicolor release based on the play, "Rope's End", by Patrick Hamilton, in which Alfred Hitchcock introduces his new technique of continuous filming. A story of experimental murder. Starring James Stewart, William Hogan, John Dall, Farley Granger. Produced by Transatlantic Pictures; directed by Alfred Hitchcock. Publicity: Eve Siegel, CI. 6-1000.
- Friday August 27 PREMIERE: "TWO GUYS FROM TEXAS" (Movie) STRAND THEATRE, B'WAY & 47TH ST.
Warner Brothers Technicolor release starring Dennis Morgan and Jack Carson as a song-and-patter team who find adventure and romance in Texas. With Dorothy Malone, Penny Edwards, Forrest Tucker. Produced by Alex Gottlieb; directed by David Butler. Wardrobe by Leah Rhodes; chorus costumes by Travilla. Publicity: Eve Siegel, CI. 6-1000.
- Tuesday Sept. 7 OPENING: "SUNDOWN BEACH" BELASCO THEATRE, 44TH ST. EAST OF B'WAY
Studio, Inc. production of play by Bessie Breuer. Cast includes: Louisa Horton, Ralph Cullinan, Warren Stevens. Produced by Louis J. Singer. Directed by Elia Kazan. Publicity: Wolfe Kaufman, LO. 4-3950.
- Wednesday Sept. 15 OPENING: "SMALL WONDER" CORONET THEATRE, 49TH ST. WEST OF B'WAY
New musical review marking the production debut of George Nichols III. Cast includes: Alice Pearce, Tom Ewell, Mary McCarty. Sketches by Charles Spaulding, Louis Laun, Max Wilk and George Axelrod. Director: Burt Shevelove. Settings: Ralph Alswang. Costumes: John Derro. Publicity: Lipsky and Bloom, CH. 4-5185.
- Thursday Sept. 16 OPENING: "HEAVEN ON EARTH" CENTURY THEATRE, 59TH ST. & 7TH AVE.
This romantic musical has a Central Park background, with four comedians playing leading roles: Peter Lind Hayes, David Burns, George Matthews, Claude Stroud. Produced by Monte Proser and Ned C. Litwack. Director: Eddie Dowling. Choreography: Nick Castle. Sets and costumes: Raoul Pene du Bois. Publicity: William Doll, MU. 7-6310.
- Monday Sept. 20 OPENING: "GRANDMA'S DIARY" THEATRE TO BE ANNOUNCED
The American Theatre Group will present a comedy by Albert Wineman Barker about a returning veteran who is no longer in love with his wife. Cast includes: Richard Wilder, Eileen Prince, Donald MacDonald. Setting by Raymond Sovey. Publicity: Anne Woll, CO. 5-6254.
- Tuesday Sept. 21 OPENING: "A STORY FOR STRANGERS" ROYALE THEATRE, 45TH, WEST OF B'WAY
Marc Connelly play about the transfiguration of the inhabitants of a small midwestern town after a miracle has been performed there. Produced by Dwight Deere Wiman. Directed by Marc Connelly. Publicity: Tom Weatherly, CO. 5-7640.
- Wednesday Sept. 22 OPENING: "TOWN HOUSE" THEATRE TO BE ANNOUNCED
Max Gordon will present a play by Gertrude Tonkonogy about three couples who live in a cooperative apartment house. Cast includes: Reed Brown, Jr. June Duprez, Peggy French, James Monks. Settings: Donald Oenslager. Publicity: Nat Dorfman, LO. 3-0859.